

Adecco



Social media and the job hunt



Adecco Bulgaria
NBU, December 12th

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SOCIAL MEDIA AND THE JOB SEARCH

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THE ADECCO GROUP

THE ADECCO GROUP

Overview

34,000

experts in the world of work



60

countries



360°

service offering



10

leading global brands



€23.9

billion in revenues 2018

CEO FOR ONE MONTH

47

young talents have the opportunity to be a CEO for 1 month

>1,000,000

People work with us every day



11,000

apprenticeships within the Group or with our clients



GREAT PLACE TO WORK®

Listed among World's Best Workplaces GPTW 2019



A Fortune 500

Global company



26,000

colleagues, clients & associates doing Win4Youth sports together to give something back



7,000

athletes work with us on ensuring their success in sport and in work

Our ecosystem of brands

Adecco

Adia

BADENOCH
+ CLARK

GA GENERAL
ASSEMBLY

LEE HECHT
HARRISON

modis

pontoon

Spring
Professional

VETTERY

YOSS



THE ADECCO GROUP

ADECCO BULGARIA

Overview

ADECCO GROUP BULGARIA

ESTABLISHED IN THE COUNTRY SINCE 2005

Year of Establishment	2005
Brands	Adecco, LHH, Modis
Employees	60
Temporary workers provided annually	800+
Permanent placements provided annually	850
Clients served daily	200
Interviews daily	200
Associates	2600
Website visits monthly	23000
Branches	3
Services provided	<ul style="list-style-type: none"> Temporary and contract staffing Search & Selection - Permanent Placement Assessment Centers Outplacement and Career Transition Outsourcing Training and consulting MSP / RPO Execution of Payroll On-site service
Website	www.adeccobulgaria.com

Key Clients



Brands



ADECCO GROUP - IT'S MORE THAN WORK: SOCIAL INNOVATION



The Adecco Group Foundation is changing the way society thinks about human potential. We are not a grant-giving foundation, but rather a social innovation lab, incubating and accelerating new solutions in the world of work.

HELPING YOUNG TALENT GET READY FOR WORK

Many young people struggle to find a way into work because they lack the experience and skills that companies look for. Through CEO for One Month and Experience Work Day, we give young people hands-on experience to help them to get a foot on the career ladder and prepare for success.





71 MILLION YOUNG PEOPLE

are unemployed globally

40% OF EMPLOYEES

complain they cannot find the skills for their business needs. Lack of experience is one of the main barriers.

CEO for One Month

One successful candidate from the applicant pool is selected to shadow the Adecco's Group country-level CEO for one full month, working side-by-side to experience the life of a senior business leader, to see all operations inside the company, to gain exceptional experience!

Registration now open!

1 CEO for
One Month

Experience Work Day

On Experience Work Day the Adecco Group and all its brands open their doors to thousands of young people to spend a day in the shoes of a worker and take part in different activities and workshops giving you real work experience that kick starts your career.



2 Experience Work Day

Career Centre


If you do not have any idea about how to start, follow the experts!

Visit:

<https://www.ceofor1month.com/career-centre/>

What can you find here?

Useful digital content for career development, CV advice, mock interviews, design thinking, innovation, labor market trends, new assessment tools, ...



Career Centre

Adecco



Social Media and the Job Hunt





“We don’t have a choice on whether we **DO** social media, the question is how well **we DO** it.”

Erik Qualman
American author

Social media and the job hunt

2 ASPECTS:

1

How do you appear on social media and what you can find about yourself online?

2

How can you use the social media and other digital channels for searching a job?

1

Beyond the CV?

Employers today aren't limited to a resume, handshake or interview as their first impression of you. It's becoming more common that they go deeper, and it's never been easier to do so. It's in an employer's best interest to determine if your personality is a cultural fit for the business beyond what's on paper.



Taking care of your digital footprint

- What is a Digital Footprint?
- How to review your Digital Footprint?



Step 1: Google yourself

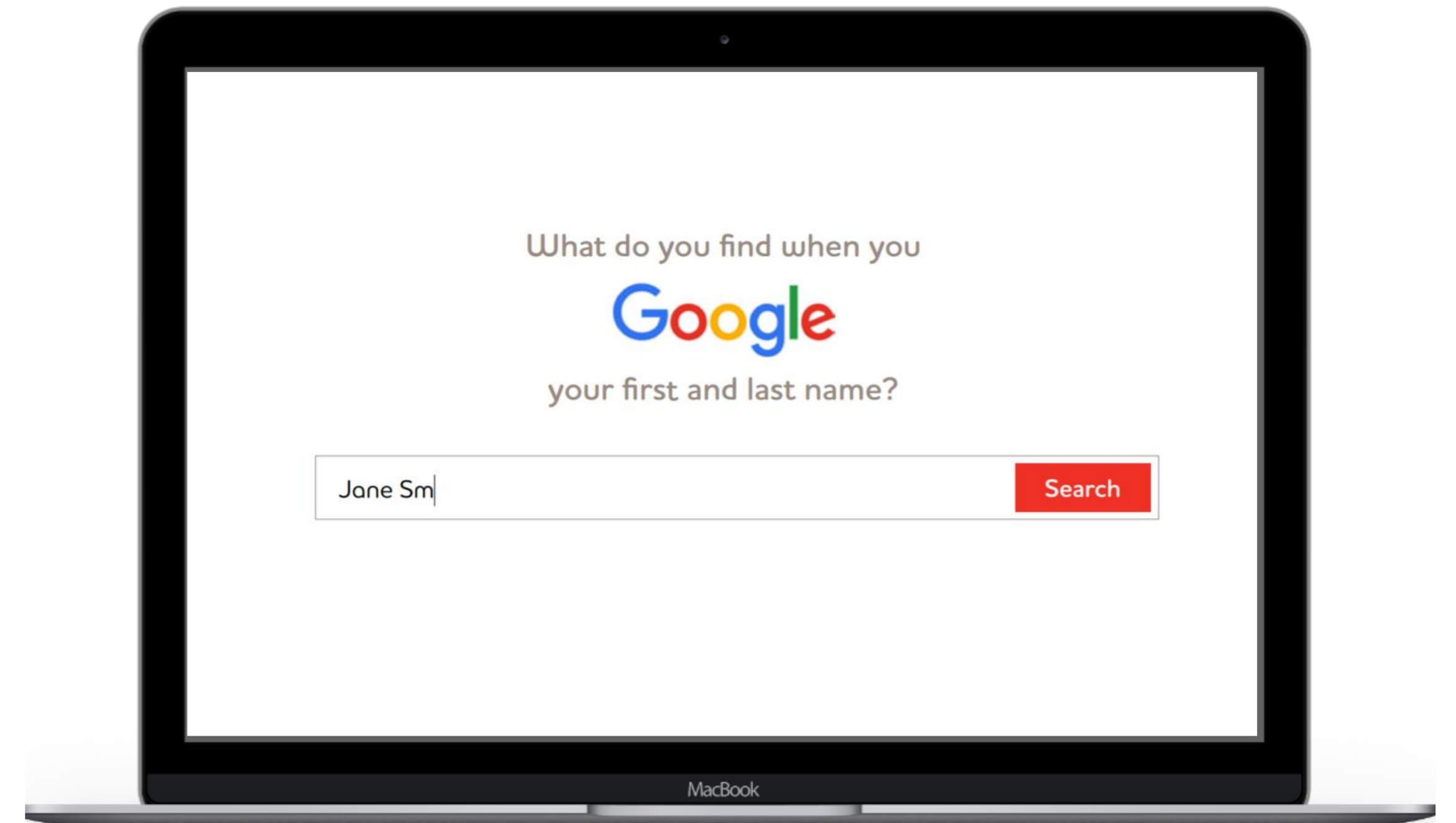
Googling yourself is a great first step to see what a recruiter might find and to start cleaning up your online presence.

65% of recruiters

admit they use social networks to screen the professionalism of a candidate.

43% of recruiters

have eliminated an applicant from consideration based on their online reputation and social media activity.



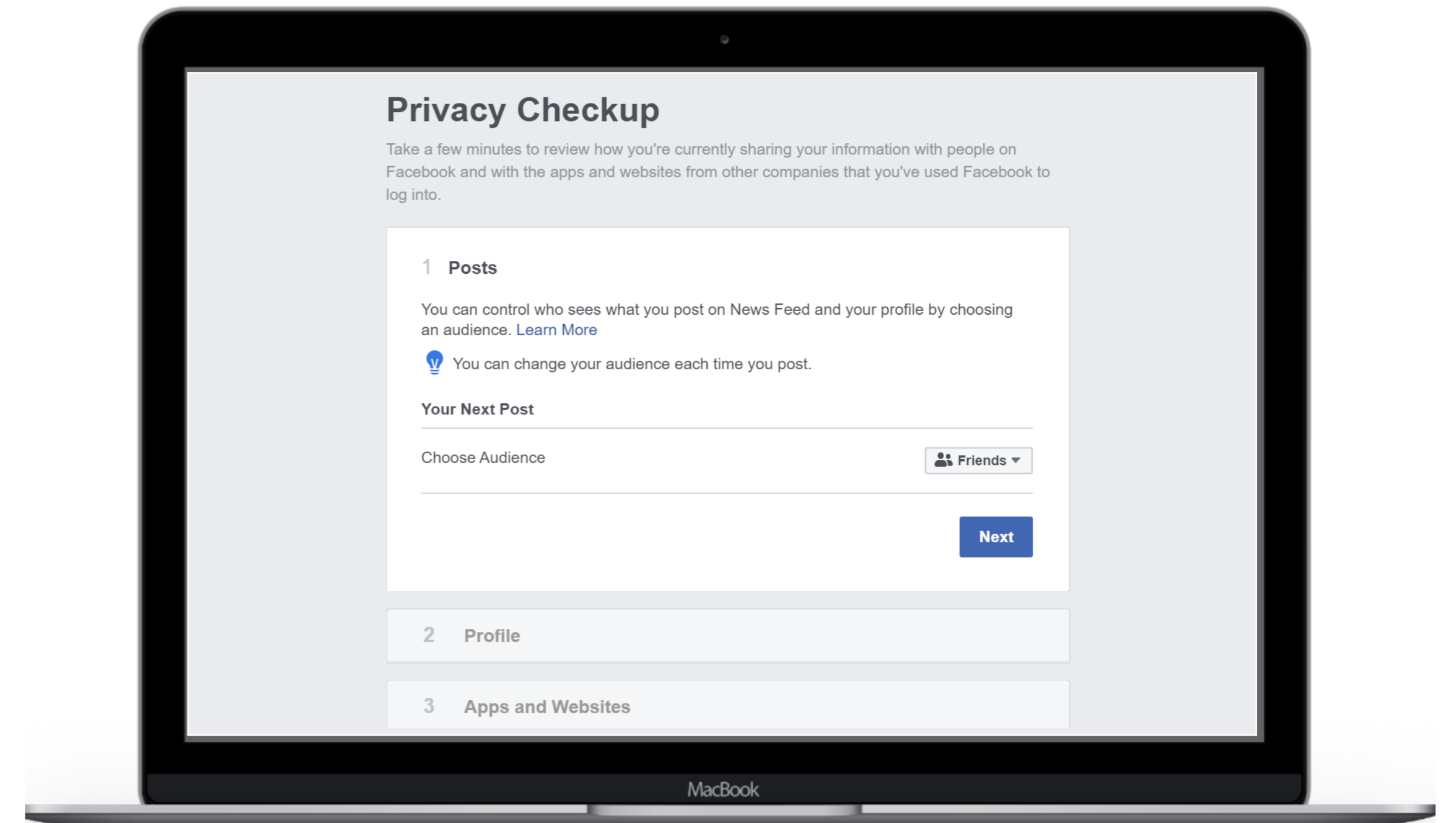
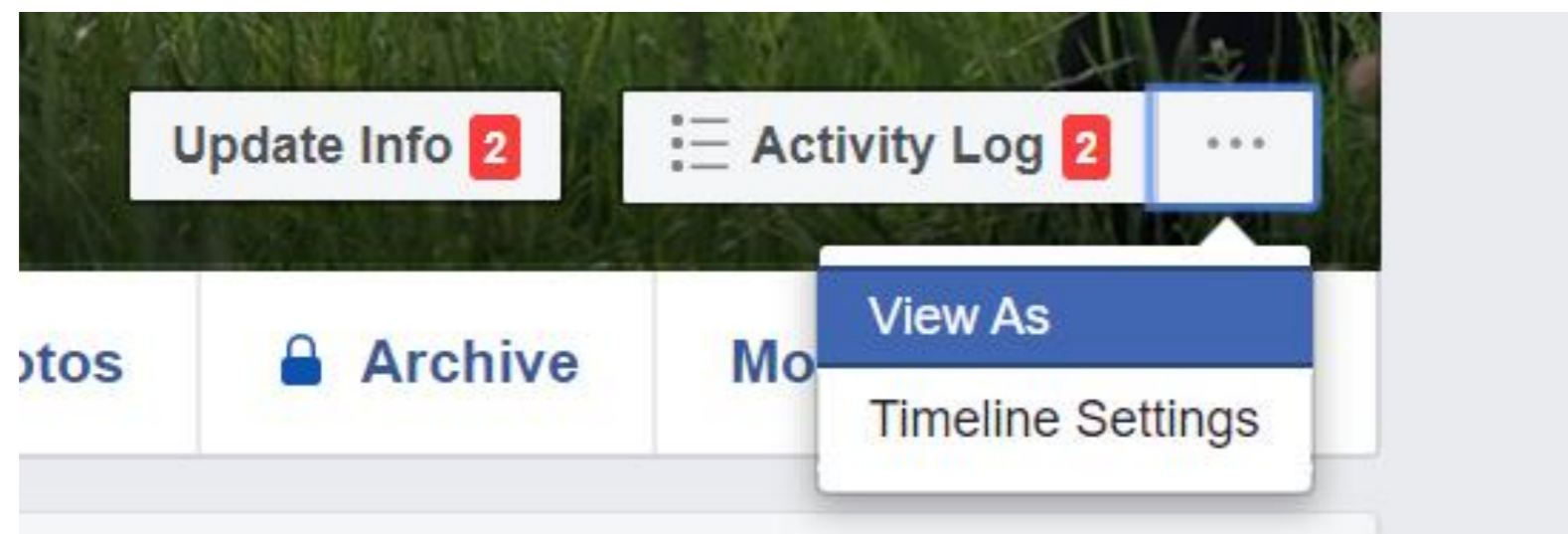
Step 2: Check your privacy settings

Facebook

Instagram

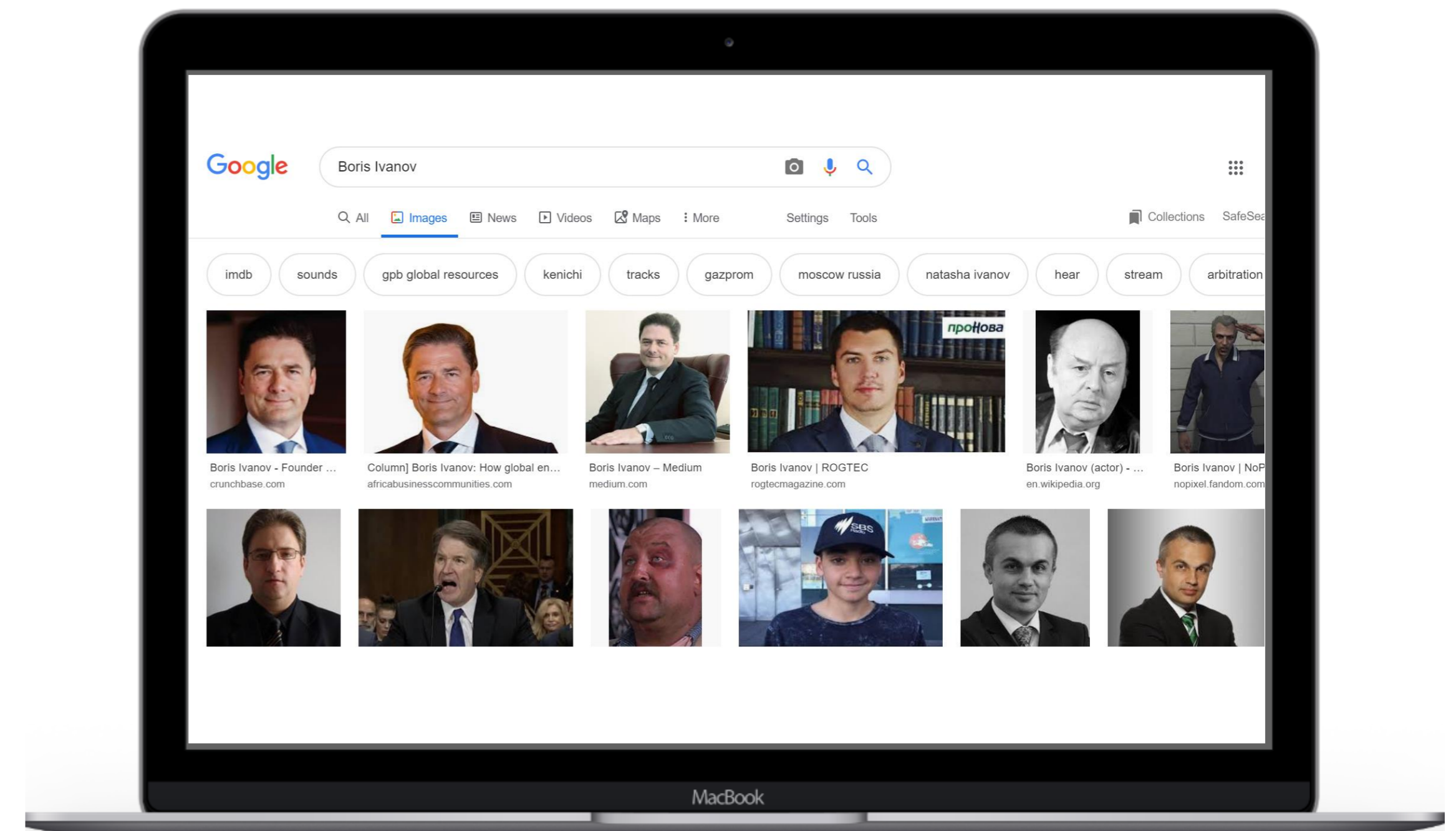
Google

Other social media profiles



Step 3: Update your profile pictures

- Social media profile photos
- Google images check!



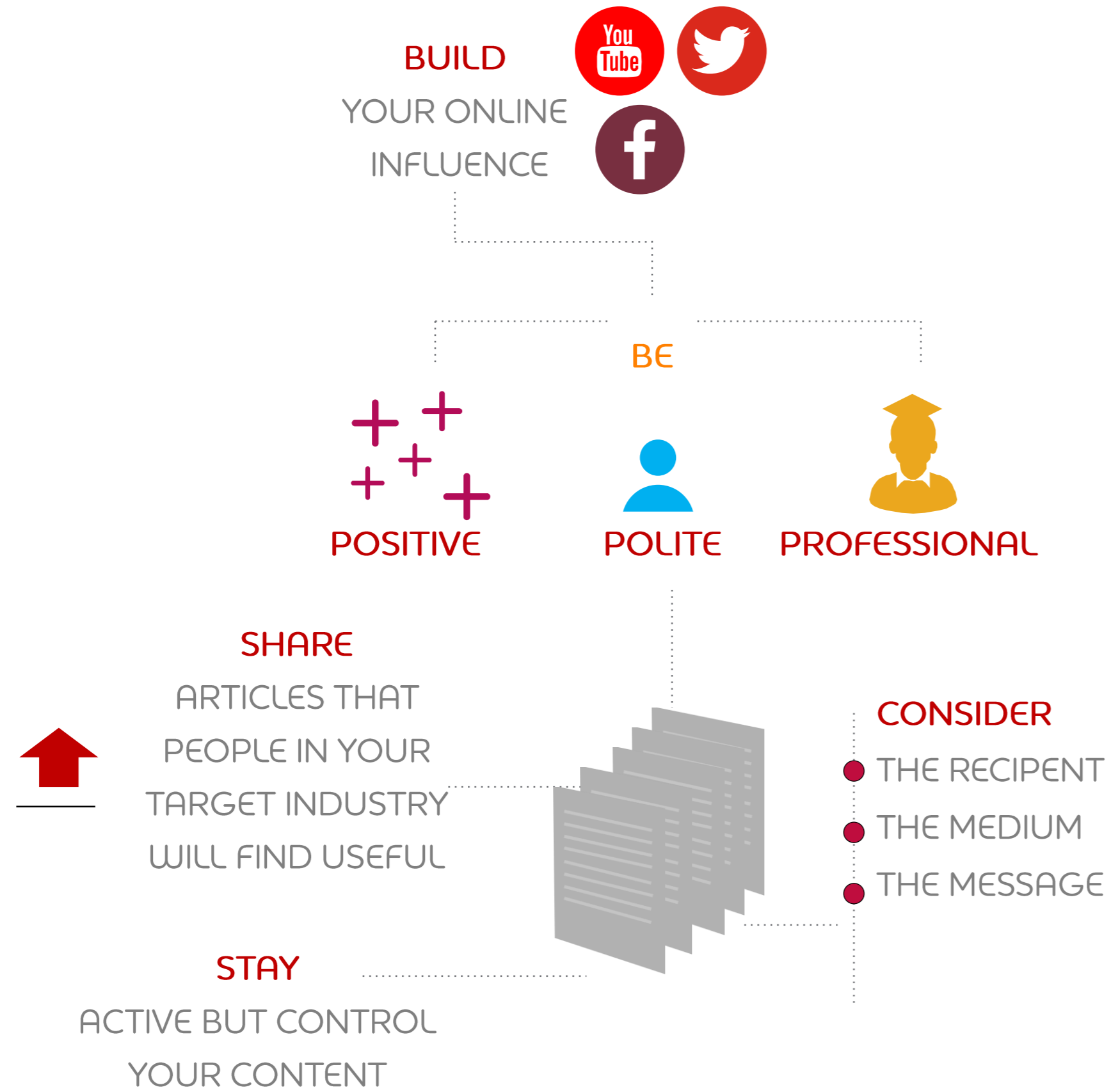
Step 4: Do a Social Media audit

- Posts
- Comments
- Photos
- Shares
- Games
- #
- Groups/pages you follow
- Emojis

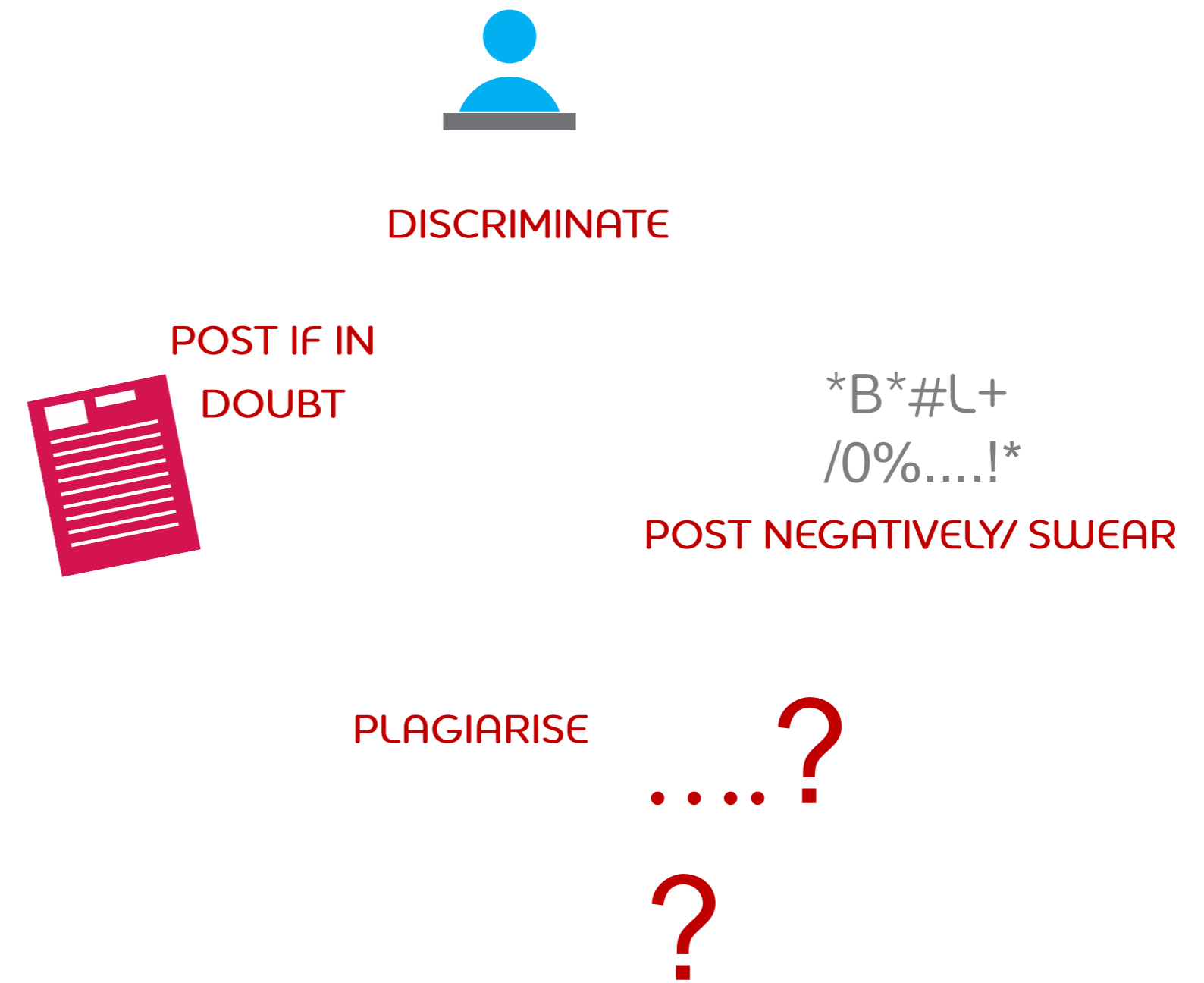


SOCIAL MEDIA TIPS

Do



Don't



To sum it up:

The 4 Ps of your Digital Footprint



Profile – “you”



Presence – “where”



Participation – “activity”



Privacy – “separation”



What does your **DIGITAL FOOTPRINT** say about you?

- Are you happy with the information that is available to potential employers on you?
- Any surprises?
- Do you think you want to change anything?

2



**Using social media
to find a job**



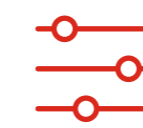
LinkedIn

LinkedIn is a business-oriented social networking service. It is the world's largest professional network with over 300 million users worldwide and can be a great tool to support professional network and career development, as well as a tool to find a role.



Improve your profile first

Make sure your profile is easily findable.



Search by yourself

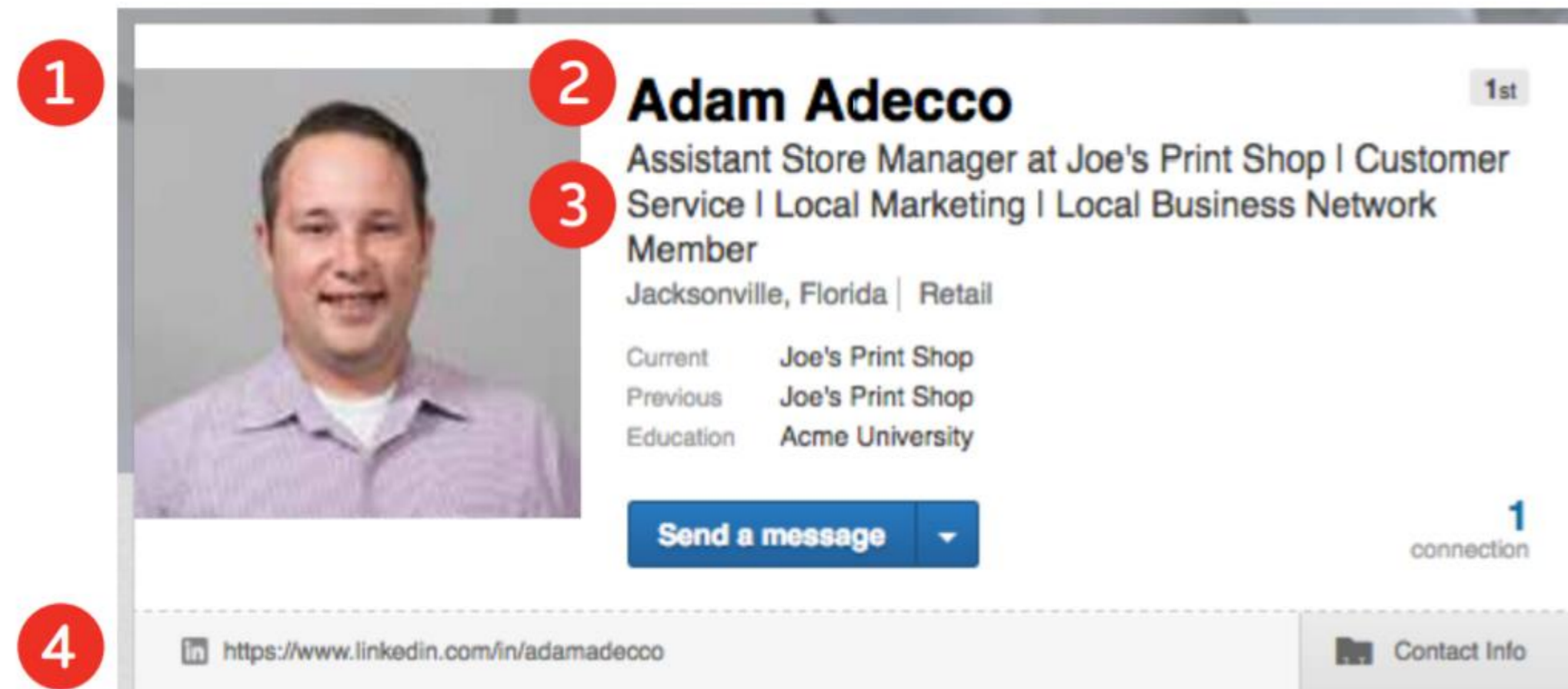
Use LinkedIn Jobs tab for more opportunities.



Your profile



Your LinkedIn profile is so much more than just a glorified resume. Or, at least, it should be. You can really bring your career to life using LinkedIn. We have 10 important points to ensure you don't forget a thing.



1

Clear profile photo

The first thing a viewer should see is if your smiling face is worthy of a business card.

2

Full name, plain and simple

Don't add initials, acronyms or other titles to your name field

3

Keyword-heavy headline

Include hashmarks |
 Social Media Marketing | Digital Strategy | Fortune 500 Experience

4 Custom vanity URL
Simply put your first/last name, or something that can be easily remembered.

5 Posts showcasing your latest activity
Showcase your professional perspectives, workplace achievements and writing style.

6 Summary and experience with added media
Tell your story, use media that brings it to life.

7 Meaningful recommendations
Offer recommendations and ask for a recommendations.

8 Your top 10 skills
Prioritizing your top skills, you're more likely to get endorsed as someone who has these skills.

9 Groups worth sharing
Any alumni groups, community organizations or industry groups, influencers, news sources, companies.

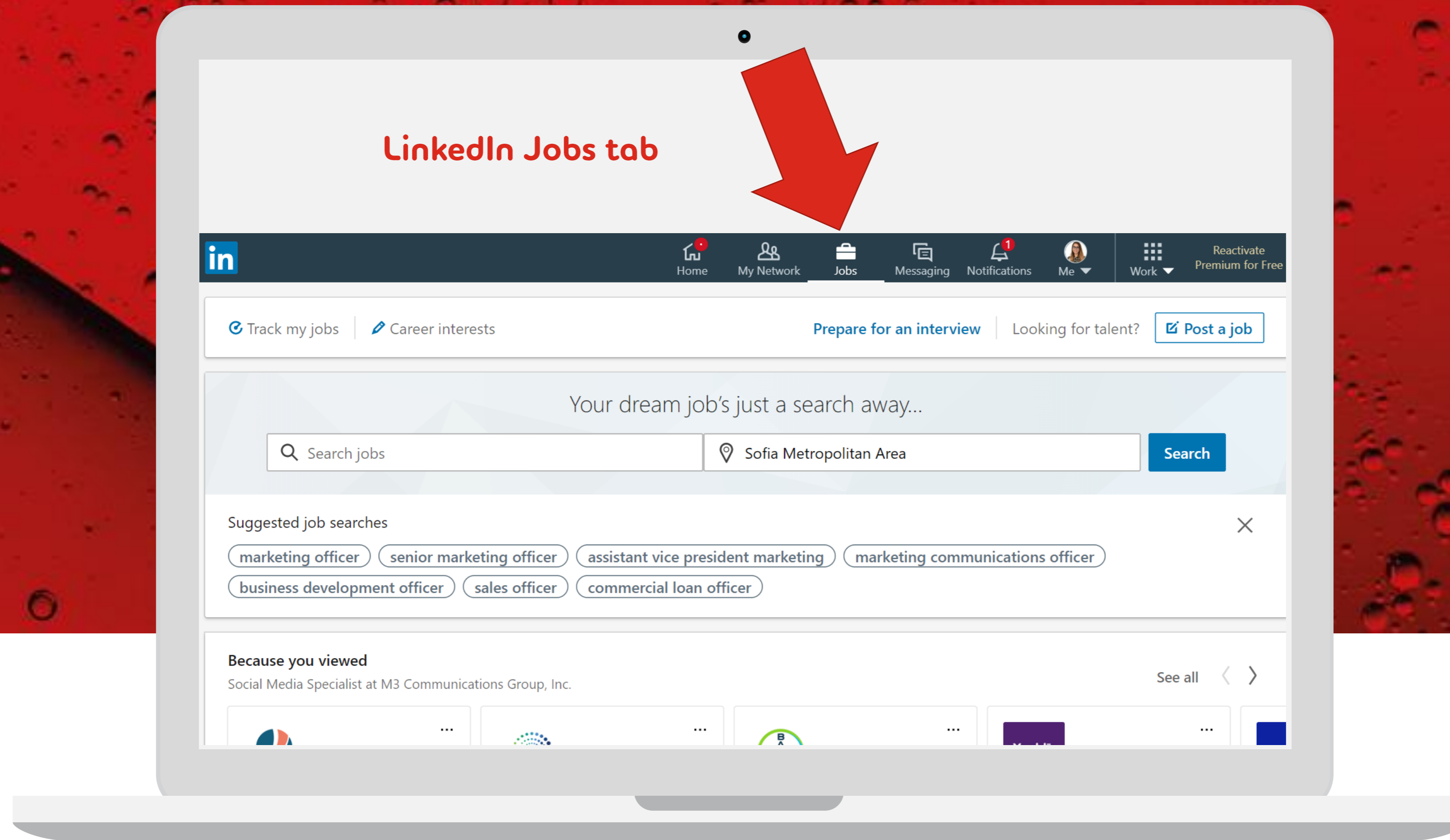




10

Additional information not to forget!

Education, honors, awards, volunteering and languages are some of the last highlights you add to the profile. It's the final fingerprint that differentiates you from other candidates. Who knows? Maybe a hiring manager has something in common with you. Any of these categories could strengthen your connection to an employer, so don't neglect them.



Job title

At what job position you want to work?



Location

In what city do you want to work?



Based on your profile

Remember the information you included in your profile?



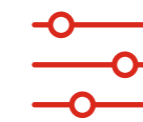
Because you viewed

Well, do they know what you researched last week?



Twitter

Investment generally results in acquiring an asset, also called an investment. If the asset is available at a price worth investing, it is normally expected either to generate income, or to appreciate in value, so that it can be sold at a higher price invest Investment generally results.



Follow and retweet

Follow clients, community leaders and other professionals in your field and retweet interesting information.



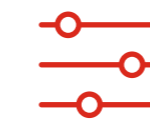
Tweet and use hashtags

Write your own tweets and use common hashtags for the industry .



Facebook

Facebook not only enables you to connect with people in your life, but you can also use this as a tool to find jobs.



Follow companies of interest

You know for which company you want to work for, right? Then become an active fan of their Facebook company page.



Use Facebook Jobs tab

Jobs in Facebook? Yes, that's right! 😊

www.facebook.com/jobs



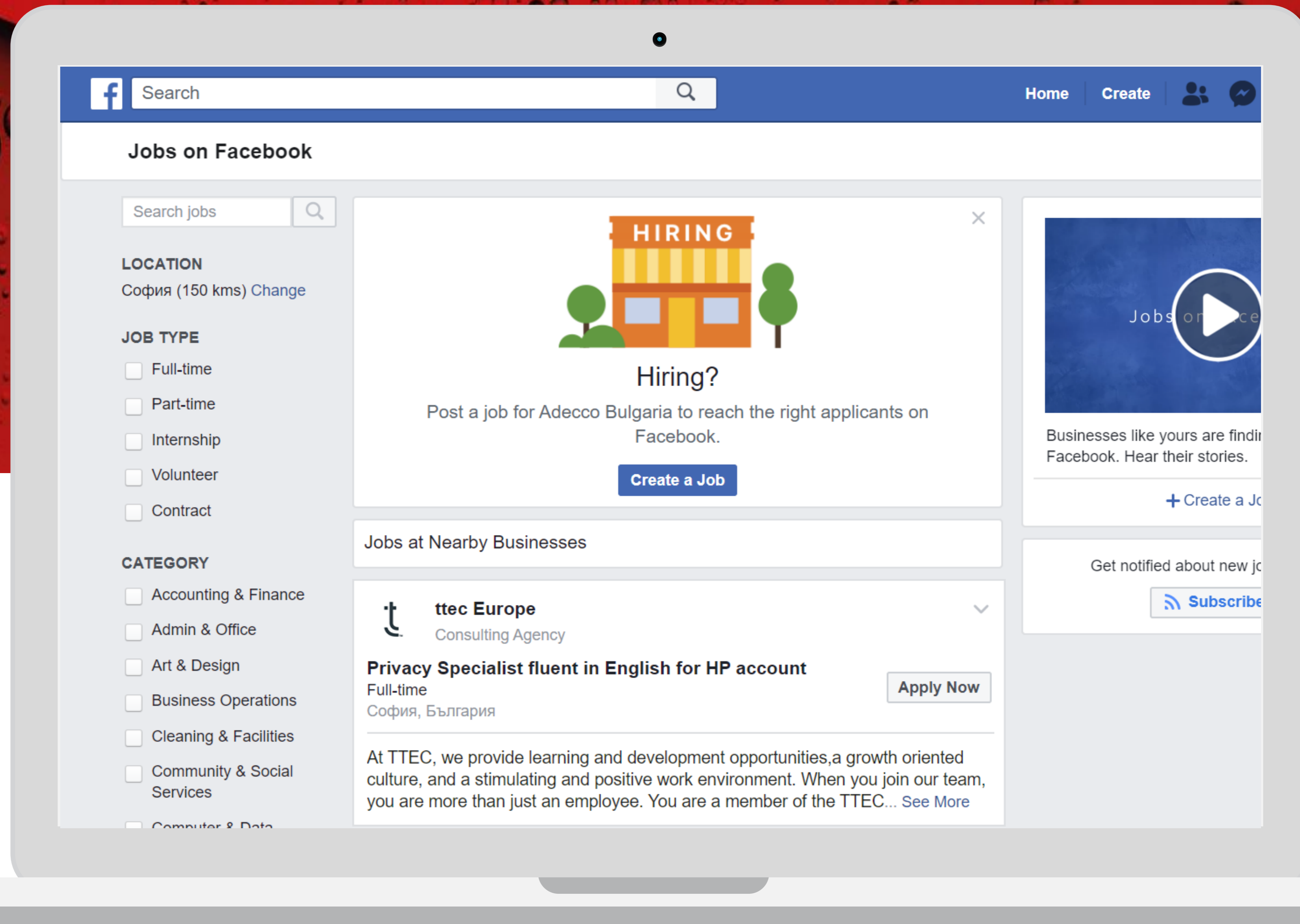
Filter

Filter all jobs by job type and category.



Location

In what city do you want to work?



HERE IS WHAT COMPANIES SEE WHEN YOU APPLY VIA FACEBOOK JOBS

Job Application ✕

Your Name
Sofia, Bulgaria

Work Experience

Founder and Manager
Ltd.
2016 - Present
Support, consultations, deliveries, and project development in the area of hi-tech (LED lamps, measurement equipment, PV modules)

Customer support representative with German and English
IBM
May 2019 - Present
Call entry and first line in the customer support

Regional Sales Engineer
ABB
Apr 2008 - Nov 2011

Education

91. Deutsches Gymnasium
Finished in 1983

Technical University of Bulgaria, Sofia

Technical University, Sofia
Telecommunication Engineering

Contact

- Send a Message
- Send an Email
- Copy Phone Number
- Schedule Interview

POSITION
Area Sales Manager

APPLIED ON
December 5, 2019 at 3:19 AM

STATUS

Contacted ▼

[Download as PDF](#)

Job Application ✕

Г-н Сексапил
Bulgaria

Work Experience

Left blank

Education

Left blank

Contact

- Send a Message
- Send an Email
- Copy Phone Number
- Schedule Interview

POSITION
МОНТАЖНИК НА САМОЛЕТНИ КОНСТРУКЦИИ

APPLIED ON
October 29, 2019 at 8:58 PM

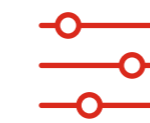
STATUS

Contacted ▼



Instagram

Although the network is mostly used for lifestyle publications, companies do use Instagram to reach a specific audience – you! 😊



Follow companies of interest

Most probably the companies do have Instagram company profile and regularly publish interesting content. Engage with it when suitable.



Follow specific

Those companies for sure advertise or just publish job opening on the media with #, e.g. #jobopportunity #careeropportunity #jobs etc.

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Apart from
social media?

7



Traditional job hunting

YOU CAN CHECK ALSO:

- Search job boards;
- Attend professional networking events;
- Join professional associations;
- Don't be afraid to contact businesses directly;
- Most importantly: Be proactive!
- Adecco 😊

Visit: adec.co/all-jobs

Or register: adec.co/reg

Use our free job app to
find your dream job!



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Thank you for attention!

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Any questions?

CONTACT US!



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